

New Product Research

Blues

Package Research

Packs delivered to K.
Eisen. Pictures of
People ready week of 6/16

Ad/Pack

*Communication
test - to be
determined
(EARLY August)*

Management approval
received to conduct
Ad/Packsimultaneously
with Blind Product
Testing. *Third
wk of
July*
Ad picked week of 7/1,
Ready

Blind Product Test

Richmond reports product
ready to be mailed early
July.

Monterey

16 vs 12

Ads Ready week of June 16

Package Testing

Cancelled

Cambridge

Qualitative Work

Ads Ready 6/16

LSS

Product & Ads

Ready week of 6/16

Concept Test

Concepts supplied K.
Eisen

Dunhill

Ad/Pack

In field

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